

Ready as Never Before for the Vast Distribution of HAPPINESS Tomorrow, from "the Store that Smiles"

as ever better equipped for prompt and efficient service. The largest aisles; convenient stairways; fifteen hundred extra people to serve the most brilliant light everywhere to aid satisfactory selection, and the prompt delivery of your purchases. That is why

and HAPPY FACES Go to GIMBELS

at Any Store Can Give—and COME AS EARLY IN THE MORNING



Christmas—Exquisite Handkerchiefs at PRICE

Handkerchiefs that a woman can wish to and Appenzell hand-embroideries; some featuring Handkerchiefs and some exquisite embroidered and in colors. cannot be imagined.

50c to \$5 Each, Usually 75c to \$10
to \$2.50 Each; Usually \$1.50 to \$5
to \$2.50 Each; Usually 75c to \$5
Main Floor

PHOSIERY and Women

and handsome quality of Silk Stockings, in black

\$3.50 French Lace-Ankle Socks at \$1.95 a Pair
in Sky Blue and Bronze

pair of Silk Socks, with Necktie to match, that
Main Floor

"We Must Be Going Now!"

Say the Hundreds of
Lovely Dollies

In the GIMBEL TOY STORE

All up and down the aisles you will hear murmured conversations between groups of dollies who are anxious to get home quickly to find little mothers by Christmas Day at least. We don't blame them—it is poky to stand up all day in a toy store when you might be nestling comfortably in some little girl's arm, or asleep in your little bed. However, the Dollies are here yet—lots of them—and we only hope, for their sake, that they will get the invitations for which they are so eagerly looking.

g to Say for Themselves

CHARACTER DOLLS. 16 and 18 inches high, with dull-finished body and fine hair wig, including a few baby character dolls. Specially priced at \$2.

As some on side boxes, 50c
Dolls for doll
ional costumes,
LLS, undressed,
Dolls, 10c to \$1.
NG DOLLS, 95c

Bring the Children
To See
Santa Claus' CARNIVAL
In the
Auditorium, Eighth Floor

For the Outdoor Girl—SWEATERS

If she is sharpening up her skates, and looking eagerly toward her first day on the ice, she is just the sort of girl to appreciate one of these splendidly fitting, smart, warm Sweaters as a Christmas present.

The one illustrated is the favorite new Ruff-neck style, Shaker knit, of pure worsted yarn, with pockets and pearl buttons, in tan, navy blue, Oxford gray, and white, and the price is \$7.95.

Other Woolen Sweaters are \$5 to \$15; soft Shetland Wool Sweaters, in typical Scotch colorings, are \$6.95 and \$8.95.

Other warm things in this complete Knitted Goods Section are Shawls and Motor Scarfs, of wool of silk, Shetland Wool Spencers, and Bridge Jackets.
Main Floor

THE GIMBEL CHRISTMAS SUBWAY STORE

Christmas Shoppers still have ample choice from full and wonderful stocks in the great Subway Store. The waning of the shopping hours means one must do a great deal in little time. Here choice runs riot and money goes far. Seventy-five complete sections, all on two floors—surely the store of Economy and Convenience

Luxurious Furs Remarkably Underpriced

At these very exceptional prices many minds will undoubtedly be made-up in a hurry in favor of a Fur Coat or Fur Set as a Christmas gift for some fortunate loved one. These are Gimbel high-grade furs. Every garment fully guaranteed and every fur called by its right name. Such underpricings would never be considered were it not for tremendous overstocks caused by the backward season.

- \$65 Marmot Coats, \$45**
Fine quality dark skins, excellent for motor wear; smart style with belted back handsomely lined.
- \$75 Pony Coats, \$52.50**
These handsome coats are full-length, lined with silk; excellent quality ponyskin, with collar and cuffs of skunk dyed opossum.
- \$40 Pointed Manchurian Sets, \$30**
Very fine quality, exceptionally beautiful fur; new model muffs with large tails; choice of scarf with two-animal effect with heads and tails or plain shawl.
- \$35 Pseudo Mink, \$20**
A rich soft brown fur, which is difficult to tell from the genuine mink; large pillow muffs with large shawl-effect collar.
- \$20 Blue Wolf Sets, \$20**
Pretty fur for the young lady medium size muffs and snake-effect scarf.
- \$12.50 Blue Manchurian Sets, \$8.50**
Excellent wearing fur and very dressy. Pillow muffs, animal or shawl scarf.
- \$12.50 Persian Paw Set, \$7.50**
Very smart set to wear with a tailored suit.
- \$35 Dyed Skunk Sets, \$25**
Large half-barrel muffs animal scarf.
- \$35 Skunk Dyed Opossum Sets, \$15**
Pillow muffs and shawl scarf.
- \$17.50 Iceland Fox Sets, \$13.50**
This is a very popular fur this season; large pillow muffs and animal scarf.
- \$19.50 Belgian Hare Sets, \$10**
Large pillow muffs and choice of two or three different designs in scarfs. This rich fur closely resembles lynx.

New and Charming Neckwear

The latest effects and concepts which our duff workers have produced after the newest French models.

At 25c and 50c a nice assortment of silk or velvet bows or net boudoir caps. Each suitable as a gift.

At 50c a splendid collection of stock jabots in many styles and effects, in nets, ribbons and lace.

At \$1 a lovely collection of jabots and stock jabots, of French design, trimmed in ceru or delicate shades.
Subway Store, Balcony

Haberdashery Items

A Few Timely Gift Suggestions
Men's Necktie and Hose Sets, 50c
Silk Four-in-hand Scarfs and a pair of hose to match; all the popular shades.

Men's Suspenders, 25c
Good all-elastic suspenders, with leather cast-off; strong and serviceable. In neat shades, packed in box.

Men's Neckwear, 25c
Partly owing to the great quantities purchased and partly to the co-operation of the manufacturer with whom we transacted a vast amount of business in other merchandise, Gimbel's offer a very remarkable value in their 25c neckwear. All styles and colors; each in a Christmas box. Subway Store, Balcony

THE BOY HIMSELF WOULD CHOOSE JUST SUCH AN OVERCOAT AND THESE PRICES WILL Help Him Into It.

He knows a good coat because he sees the kind of clothes his well-dressed friends wear. The Gimbel clothes are not only made to appear attractive but they are made to stand all the knocks and jars that boys are bound to give them.

Boys' \$5 School Overcoats, \$3
Nice long coats in neat fancy mixtures of cheviot, with convertible collar; for boys 10 to 17 years.

Boys' \$7.50 Long Overcoats, \$4.95
Full-length with convertible collar, the season's newest and smartest design in coat-craft. Snappy patterns in all-wool chevots and tweeds; sizes for boys 10 to 17 years.

Boys' \$7.50 Suits, \$5
With two pairs of knickerbockers. These all-wool fabrics in gray, brown and the new fancy patterns. Norfolk or double-breasted models, for boys 11 to 17 years. The knickerbockers are full cut and lined throughout.

Boys' Norfolk Suits, \$2.00
Well made, good strong suits, Norfolk or double-breasted models, for boys 8 to 17 years, in tan or gray mixtures, as well as plain blue serge. This is wonderful value. Subway Store, Balcony

Men's and Youths' \$15 Overcoats, \$10
In fact, we would not be over-estimating the value of these Overcoats if we quoted \$18.50. We have been selling them this season and will sell them until tomorrow at \$15. In this collection are coats with shawl collars and belted backs; long coats with convertible and Chesterfield velvet collars; materials are cheviots, tweeds and kerseys; in fancy mixtures and plain black.
Subway Store, Balcony

Freshly Unwrapped!—1500 Rich SILK SCARFS FOR MEN

At \$1.15 Each, for \$1.50 and \$2.00 Kinds

This good news is a fine Christmas present to us—and to you—from a maker of Men's Neckties of the highest grade.

He is a large consumer of handsome imported silks; and, on account of our large business with him, he has made up for us in Neckties of full \$1.50 and \$2 qualities the remaining pieces of his beautiful foreign silks in this season's patterns and colorings, to sell for \$1.15 each.

A couple of these Neckties in a gift box will make a fine Christmas present for a man—eh, what?
Main floor.

Quite the Best Coats We Have Had at These Prices for Women—\$15 to \$27.50

In the instance of the Chinchilla Coats, a tailor made up his surplus yardages of this smart fabric for us into a typical overcoat style to sell at \$18.50, and another with plush button-in collar at \$19.50. That he granted us a large concession will be quite apparent when you see the excellent quality of the fabrics. The \$19.50 Coat is lined throughout with satin.

Boucle Coats that are now so much in demand are here in a shawl collar model at \$16.50, another with a deep stitched velvet collar at \$18.50; a seven-eighths length model, bound with braid, at \$25; and last but not most important, these

Boucle Coats With Skunk-Opossum Collars, \$27.50
As this model is illustrated, it is only necessary for us to add that the Coats are lined with satin.

Raincoats That Will Make Excellent Gifts
Single and double texture rubberized Coats, \$5.95 to \$15; Gabardine Coats, \$15.

A Few Imported Coats at Lessened Prices
English Coats of cross-barred tweed, \$15, were \$45.
Berlin-tailored Coats—German thibet shawls, \$19.50, were \$35.
Third Floor



TOO MANY PREFER AN \$8 "SALARY" TO \$16 "WAGES"

"Better a Good Bricklayer Than an Indifferent Physician," Says Professor.

SPRINGFIELD, Mass., Dec. 20.—That too many high school graduates prefer general employment which pays \$8 a week "salary" to more arduous labor for \$16 "wages" is one of the baneful tendencies of the times, according to Prof. Julius Tuckerman, head of the modern language department of Central High School. He says that the rising generation has become so precocious that the high school now presents problems for parents that formerly did not have to be considered until the boy or girl entered college, and that the teachers of the public schools are unfairly charged with responsibilities which belong to the parents.

"The character of the child is formed, 'Of what use is it for teachers to urge upon young people their duty to work and the moral lessons involved in diligence when parents take pride in providing for their offspring so that they will never have to work. The expression 'have to work' has acquired an odium in the minds of the young. They look for something easy and pleasant, short hours and no dirt, preferring \$8 in 'salary' to \$16 in 'wages'."

"The association in the school room of young people from different parts of life involves no real danger to the habits and manners of any child; it rather breaks down foolish prejudice and snobishness, and is not only a splendid intellectual stimulus, but is calculated to train young people how to behave in a world of all kinds of men. If refined parents will take care of the associations of their children out of school they will have nothing to fear from the associations in school."

"The public school is a republic in miniature, not unlike the great republic outside. A private school when limited to students of one particular class has a narrowing influence on character. The fashionable school, like the fashionable church, should have no place in a democracy. When a large percentage of men of wealth send their boys to rich men's schools and rich men's colleges are small continuities to see in the future employers out of touch and out of sympathy with their employees, men who think they are better than their fellows because they are more refined in their tastes, what is reality they are merely fastidious in dress and food."

"The every-day work of life, the toil of so-called common tasks must be given an uplifting significance. If social usefulness rather than social adornment were the standard of recompense and honor the young men would put their energies to the necessary work of life and derive therefrom a real satisfaction. They would see that it is better to be a good bricklayer than an indifferent physician."

For a Merry Christmas Dinner and a Happy New Year of Good Eating Presto FLOUR

The H-O Company, Buffalo, N.Y. Makers of H-O, Force, and Presto.

Cowperthwait & Sons

Open Evenings Till Christmas

Substantial Presents Useful and Good

RUGS for SPUGS

Special Prices on Useful Gifts

Sofa-Bed, \$17.75
One of the newest and best types, very easily converted into a comfortable bed. The covering is either leather or cloth. The frame is either solid golden oak or mahogany. Mattress to fold inside, extra.

Morris Chair, \$11
Handsome carved frame in oak, mahogany, or pine. Fine cushions cover. Velour. A very stylish and comfortable chair. Morris Rockers, Rockers, Rockers, etc.

Doll's Bed, 49c
All complete, 11x13 inches, folded in neat box.

Child's Rocker, \$1.75
Green fibre brush. Very pretty and strong.

3-Piece Parlor Suite, \$34.75
A very high class suite. Big, heavy mahogany Danish frames with carving and wide panels and big claw feet. Fine leather-upholstered seats of best silk plush, either green, red or brown. Parlor Suites to suit everybody. Single pieces, too, every price.

Clock Set, \$4.49
3-Day Seth Thomas Clock, white enamel and gilt finish. Two 12-inch china vases, handsomely decorated in gold. All for \$4.49. Clocks and Ornaments of all kinds.

Library Table, \$11.50
Very solid. 25x32-inch top, fine mahogany. English finish and very strongly made. Note the two deep shelves.

Select Presents that are Useful and Good—
Sofas, Parlor Suites, Upholstery, Glassware, Servers, Pictures, Umbrella Stands, Gas Lamps, Sewing Machines, Portieres, Urns, Gas Stoves, Sideboards, Pans, Upholstered Goods.

Let Us Open a Charge Account for You

Liberal Credit or 10% Off for Cash, Just as You Prefer

Prices Marked in Plain Figures on Every Article.

Cowperthwait & Sons

ESTABLISHED 1807

Park Row & Chatham Sq.

193 to 205 Park Row

Harlem Stores: 212 to 224 Third Avenue (Cor. 121st St.)

Reproductions of \$2, \$3, \$4 and \$5 Models Are Included in the Now Famous Gimbel Dollar Waists

On Sale on the Gimbel Subway Balcony.

Just arrived, two hundred dozen in time for Christmas Gifts. Choosing will be a treat amongst such a collection of sheer daintiness. All of them high neck models with long sleeves; some button at the back; some at the front. Soft Voiles and lingerie were never



made up into prettier waists than these. Amber buttons, velvet ribbon touches, clever little tucks and deftly inserted laces, smart embroideries, frills and what not make these 2,400 waists quite the best of the many excellent styles and values ever offered by Gimbel's in waists at \$1. Subway Store, Balcony

USEFUL & ECONOMICAL CHRISTMAS GIFTS

- \$2 Soft Pillows, \$1.50
- \$3 Silk Petticoats, \$1.95
- \$1.50 Pictures, \$1
- \$3 Dressing Cases, \$1.50
- Women's \$3 Shoes, \$1.25
- \$2 Cut Glass Sets, \$1.25
- \$1 Dress Goods, 50c Yard
- \$3 Desk Lamps, \$1.75
- Boys' Indian Suits, 65c
- Women's \$18.50 Coats, \$8.75
- Women's \$12.50 Suits, \$6.50
- \$5.50 Enamel Beds, \$2.75

NOTE—Each of these items represents a special Christmas event in Subway Store underpricing, first figures quoted being the former selling prices of each item. Bring this list with you for ready reference.

GIMBEL BROTHERS

BROADWAY NEW YORK THIRTY-THIRD ST.